

Help Your Business Grow!



Print

- Midwifery Today magazine (professional journal)
- Conference program ad
- Mailing list rental



Online

- Midwifery Today E-News (15,000+ subscribers)
- Ad on popular website
- Online coupon pages



Conference

- Exhibit table
- Brochure in attendees' packets
- Display ad in program
- Projection ad
- Sponsorship packages

Mail: PO Box 2672, Eugene, OR 97402 USA

Tel: +1-541-344-7438 or 800-743-0974 (US/Canada) **Fax:** +1-541-344-1422

E-mail: ads@midwiferytoday.com **Web:** midwiferytoday.com

Print/Midwifery Today Magazine

Midwifery Today magazine was established in 1986 and is edited by its founder, Jan Tritten. Quarterly issues have a theme and are filled with articles, birth stories, “tricks” used by midwives, news and information—all designed to help improve birth practitioners’ knowledge and skills.

AUDIENCE

Direct entry midwives, certified nurse-midwives, apprentices, aspiring or student midwives, RNs, doulas, childbirth educators, chiropractors, lactation professionals, naturopathic/homeopathic physicians and parents.

Readership

Paid subscriber list:	1400
Newsstand sales:	100
Free distribution:	100
Press run:	2000
Remainder sold as back copies	

MECHANICAL DETAILS

Format:	Black and white, 3-column
Finished Size:	8.25" wide x 10.625" high
Bleed (full-page ads only):	0.125"

AD SIZES/RATES

Height (inches)	Width 1 Column (2.25")	Width 2 Column (4.625")	Width 3 Column (7")
2"	\$105	\$175	\$245
3"	\$140	\$235	\$350
4"	\$175	\$315	\$430
5"	\$190	\$370	\$485
7"	\$275	—	—
9"	\$350	—	\$810

FULL PAGE AD SIZES/RATES

Full Page Ad Size* 8.25" W x 10.625" H

*You must add a .125" bleed around entire full page ad for possible print trim.

The final ad size including the bleed should be 8.5" W x 10.875" H.

Full Page Ad Locations	Rate
Inside Midwifery Today	\$810

Premium Locations:

Back Cover (Full color)	\$1875
Inside Front Cover—Full color/Grayscale	\$1200/\$1050
Page Opposite Inside Front or Back Cover	\$950

MECHANICAL REQUIREMENTS

- Electronic submissions required.
- All ads must be **grayscale** (black and white).
- Acceptable formats: PDF, TIFF, JPEG, and EPS files.
- Artwork should be saved at 300 dpi or higher.
- All ads must be the correct size and dimensions for the space purchased.
- All fonts and graphics must be embedded.
- Midwifery Today’s design staff is glad to help you create, format or alter an ad to fit our requirements. Our design fee is \$50 per hour (billed by the half hour). Call for estimates. Design fees may apply if we need to substitute fonts or improve images for you.

UPCOMING ISSUES

No.	Theme	Ad Deadline	Pub. Date
121	Mothering	1-15-2017	3-10-2017
122	Homebirth	4-15-2017	6-10-2017
123	Midwifery Education	7-15-2017	9-10-2017
124	Prenatal Care	10-15-2017	12-10-2017

See page 3 for information about classified ads.

SUBSCRIPTIONS

1 year \$55 U.S. (\$68 Canada; \$75 other)

2 years \$105 U.S. (\$131 Canada; \$145 other)

Please contact Midwifery Today for institution rates.



Print/Midwifery Today Magazine

CLASSIFIED AD CATEGORIES

- **Products:** Birth-related products or services
- **Educational Products:** Books, videos, teaching tools
- **Education:** Education opportunities, schools and distance learning programs
- **Opportunities:** Home-based businesses, practices or birth centers for sale, product distributor opportunities
- **Job Opportunities:** Job openings for a CNM or a midwifery educator, partnerships to offer
- **Calendar:** Events and happenings

CALENDAR ADS

Calendar ads have the same possibilities, restrictions and pricing as our classified ads.

Types of calendar ads include:

- **Events:** Conferences, seminars and workshops that are happening on specific date(s) during the year
- **Ongoing:** Training seminars, workshops and classes that are repeated throughout the year either in the same location or at locations around the country

Run an ongoing ad continuously, making minor changes with each issue to remove classes that have already happened and to add future classes to the list as the dates become available.

GRAPHIC CLASSIFIED

\$50 for the first vertical column-inch
\$40 for each additional vertical column-inch
Columns are 2.25 inches wide

Contact the Ad Director to reserve ad space prior to the issue deadline. Send a rough sketch of your ad, any artwork or logo you want included, and the text of the ad, along with payment for your first insertion. Additional \$50 per hour (billed by the half hour) for design of your ad.

TEXT CLASSIFIED

\$1.30 per word, 10-word minimum

Word Count Guidelines:

- Your business name, personal name, city and state are each counted as one word, regardless of the number of actual words (e.g., "New Haven Glen, New Jersey" is counted as two words). The zip code is not counted.
- Phone number, including area code, is counted as one word. Standard abbreviations, such as U.S., PO, RFD, RR, FOB, COD, SASE are each counted as one word. Example: "PO Box 123" counts as three words. Web and e-mail addresses are counted as two words.
- **For Midwifery Today E-News:** Web and e-mail addresses are counted as one word.
- If you have any questions, fax or e-mail a copy of your ad and we will count the words for you.

For more information, contact our Advertising Director: ads@midwiferytoday.com

Discounts & Contracts

DISPLAY ADVERTISING CONTRACTS

- SAVE 20%:** Prepay four insertions and get 20% off!
- SAVE 10%:** Contract for four insertions and get 10% off.*

*NOTE ABOUT 4-INSERTION CONTRACTS: Payment and changes are due by the ad deadline for each insertion. If the payment is late, the discount will not apply; however, we will run your ad and bill you for the full single insertion price. Contract cancellations must be sent in writing 10 days prior to the ad deadline for the issue.

Save time and money with multiple insertions

CLASSIFIED ADVERTISING CONTRACTS

- SAVE 15%:** Prepay four insertions and get a 15% discount!
- SAVE 10%:** Contract for four insertions and get 10% off!*

Online/E-mail Advertising

WEB PAGE COLUMN ADS

Your ad will appear on

- The left or right side column (our choice) of all article and review pages.

midwiferytoday.com/articles

midwiferytoday.com/reviews

- The left column of all archived *Midwifery Today E-News* pages.

midwiferytoday.com/enews

These pages receive an average of 218,000 page views per month.

COST

1 month: \$199

3 months: \$469—Save \$128 (includes one free ad replacement)

6 months: \$739—Save \$455 (includes two free ad replacements)

Additional Charges

- To replace the ad: \$15 per change above the included
- For us to design the ad: \$50 per hour (billed by the half hour)

AD SPECS

- Must be in JPEG or GIF format
- Dimensions: 150 pixels wide by 200 pixels high
- File size: No larger than 50KB
- Animation subject to approval

Follow us on Twitter

twitter.com/MidwiferyToday

Become our fan on Facebook

facebook.com/MidwiferyToday

facebook.com/MidwiferyTodayConferences

See page 6 for Online Coupon Pages.

MIDWIFERY TODAY E-NEWS

Midwifery Today E-News is a free electronic newsletter that is sent biweekly to 15,000+ subscribers (~4,000 unique opens). Readers include midwives, doulas, childbirth educators, students, nurses and parents.

A fantastic way to promote your business or products, your ad includes a link to your website and/or e-mail address. Your ad link is kept active in the *E-News* archive and continues to send you viewers in the future.

DISPLAY ADS

- Text ad: \$100 per insertion, \$320 for four insertions
- Graphic ad: \$125 per insertion, \$400 for four (200 pixel wide by 200 pixel high graphic in our HTML version)
- 60 words*
- These ads receive mention near the top of the *E-News* issue.
- Additional charges: \$1 per word, 61–80 words

CLASSIFIED ADS

- \$48 per insertion, \$135 for four insertions
- 35 words*

*See page 3 for Word Count Guidelines.



Conference Exhibiting & Advertising

Midwives, doulas, certified nurse-midwives, nurses, lactation consultants, childbirth educators and other childbirth practitioners and professionals attend our conferences to learn and grow from the experiences and information provided. Our conferences offer unique opportunities to network and learn from renowned educators and childbirth innovators. Attendees are interested in the products and services they see, and they make a personal connection with you and your products.

UPCOMING CONFERENCES

Eugene, Oregon
April 5–9, 2017

Available advertising:

- Exhibit Tables
- Packet Inserts
- Program Ads
- Projection Ads
- Sponsorship Packages

Helsinki, Finland
4–8 October 2017

Available advertising:

- Program Ads

EXHIBIT TABLES

~\$450*/\$500 (Domestic conference price)

- 6' x 2.5' tables for displaying your products or services.
- Exhibiting also grants you a 50% discount on conference registration of 3 days or more, for *one person*.
- Prices vary for international conferences.

Note: All exhibitors who submit signed contracts and payments prior to the deadline will be included in the conference program. Last-minute exhibitors are generally accepted but cannot be included in the final program.

REGISTRATION PACKET INSERTS

\$125*/\$150 for 300 (Domestic conference price)

Inserts may be promotional flyers, coupons, catalogs, samples or announcements from your business or service.

- Flyers will be inserted into conference packets given to each registrant.
- Size limit: 8½" x 11", no paper clips.
- Prices and quantities vary for international conferences.

PROJECTION AD

\$75*/\$100

Your ad will loop in a slide show format with other ads for 20 minutes before the first morning general session, and for up to 10 minutes before other general sessions or breakouts, as time allows.

***Early Bird Price.** See website for more information.

SPONSORSHIP OPPORTUNITIES

Please contact our ad director for details.

CONFERENCE PROGRAM ADS

All conference programs carry ads as noted below.

Ad	Size	Price
Back Cover	7.5" W x 10" H	\$300
Inside Front Cover	7.5" W x 10" H	\$250
Inside Back Cover	7.5" W x 10" H	\$200
Full Page	7.5" W x 10" H	\$165
½ Page Horizontal	7.5" W x 5" H	\$90
½ Page Vertical	3.75" W x 10" H	\$90
¼ Page Horizontal	7.5" W x 2.5" H	\$55
¼ Page Vertical	3.75" W x 5" H	\$55
Business Card Size	3.5" W x 2" H	\$45

- Prices may vary for international conferences.
- Electronic submissions required. Use the same mechanical requirements as display ads (see page 2).
- Conference program ads must be sent by the **DEADLINE** for each individual conference program with payment and our signed contract to:
Midwifery Today, PO Box 2672, Eugene, OR 97402
- See individual conference flyer for details or go to:
midwiferytoday.com/ads/conferences

Other Advertising Opportunities

ONLINE COUPON PAGES

Place a seasonal coupon ad on our well-trafficked website and reach new customers online. Your coupon will be promoted throughout our site, with ads linking to the coupons on our homepage and on the side of most pages.

HOLIDAY COUPON PAGE

\$199 to post your ad online during the pre- and post-holiday shopping season, from **October 1 through January 31**.

SPRING INTO SAVINGS COUPON PAGE

\$149 to post your ad online from **April 1 through June 30**.

COUPON PAGE DETAILS

- The coupon will click through to your website.
- A discount coupon or special offer is needed to participate in either of these pages.
- Total size of your ad is 250 pixels wide by 400 pixels high (we reserve the right to optimize for bandwidth). This can be:
 1. A 250 pixel wide by 400 pixel high graphic, in JPEG or GIF format, no larger than 30K. Any textual information should be included as part of the graphic.
 2. A plain text ad (maximum 100 words).
- For an additional \$50 per hour (billed by the half hour), we can create your ad for you.

Ad copy and payment for all ads are due by the advertising deadline. Late payment or ad copy submitted after the deadline may result in a late charge, loss of discount, cancellation of the ad and/or postponement of the ad to the following issue.

Changes and cancellations: All changes should be submitted prior to the ad deadline. Changes submitted after the ad deadline may incur an additional charge or the ad may not run.

Midwifery Today, Inc., requires written notice 10 business days prior to deadline for cancellations. Midwifery Today, Inc., reserves the right to refuse or cancel any advertisement for any reason. Pricing programs, discounts and premiums, as well as technical and delivery requirements, are subject to change at any time without notice.

View a sample Holiday Coupon Page at:

midwiferytoday.com/specials/holidaypack_sample.asp

View a sample Spring into Savings Page at:

midwiferytoday.com/specials/spring_coupon_sample.asp

MAILING LIST RENTAL

Midwifery Today's mailing list is available for rental for one-time use. The list of approximately 2000 names may be rented in whole or in part, with selections by geographic region, type of customer, etc. The cost is 15 cents per name (\$75 minimum order).

A search fee of \$35 an hour (billed in half-hour increments) may be charged, depending on the complexity of the order. An additional charge of \$20 will be applied to rush orders.

Allow 2–3 weeks for processing of non-rush orders. Payment, signed contract and sample must be received before rental orders will be processed. Download the mailing list rental order form and contract at midwiferytoday.com/ads/ mailing_list.pdf.

General Policies

Advertising Policy notice: Midwifery Today, Inc. (MT), reserves the right to refuse any advertisement and to disallow any promotion or sale of any item at its conferences or through the use of its mailing lists. MT does not accept advertising or conference exhibits for breast milk substitutes, pacifiers, nipples or bottles. Other unacceptable advertising includes, but is not limited to, duplication of products or services offered by MT, pyramid schemes and any product or service believed by MT to be harmful to mothers or babies. Advertisements for breast pumps, pump accessories and breast milk storage devices are generally acceptable.

Advertisements are subject to Midwifery Today's Advertising Terms and Conditions. For more information, visit:

midwiferytoday.com/ads/contract.asp